FAMOUS PLAYERS THEATRES'

NATIONAL Ballyhoo

COMPILED AND EDITED BY DAN KRENDEL

SERVE • SAVE • SELL AND PROFIT WITH SHOWMANSHIP!

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THE BACK YARD

In good times or bad, there is one "business practice" which will always pay high dividends — the practice of **being friendly** with customers. Here is what one successful merchant places in the hands of every employee:

A pleasant smile, a friendly little act, an effort to help, a small courtesy, these things go far with customers — for customers, you know, are human.

The biggest bank's biggest depositor is human. The littlest drug store's littlest customer is human. You and I are human.

Let us all recognize this fact. Let us try to say the right thing. Let us try to do the right thing. Let us be friendly with our customers — not just on special occasions — but all the time.

Yes, customers are "human", all of them — a little exacting at times, just as you and I are apt to be, but all things considered, pretty good "folks" just the same.

They buy from you — and from us. They help you and us pay our rent. They contribute toward your income and our income. They keep us all employed. They keep our business running. True, we give our customers good merchandise, but competitors offer them good merchandise, too — so when customers stick by us, let us stick by them. Let us think of them not merely as "customers" but as individual human beings — men or women who laugh and scold, who work and play, who have their pleasures and grievances, their moments of sadness, their days of content.

Think of them kindly, overlook their coldness or apparent discourtesy, they too have their difficulties. Smile with them when they smile, sympathize with them when they frown. Remember, each is a unit that helps make up the world we live in.

Be Courteous — Be Kindly — Be Friendly — **It Pays!**

Yes, **customers** are wonderful people and will appreciate the full warmth of your friendship as well as good merchandise at a fair price. Therein lies an opportunity.

The above article appeared in the April, 1956, issue of UNITED BUSINESS SERVICE, and is reproduced through the kind permission of Mr. Paul Talbot, its author. —D. E. K.

I can think of no better New Year's message than the one which appears on the front page of this issue. Mr. Bolstad noted it in one of the business publications he subscribes to, and sent it on to me with the suggestion that if we could get clearance from the publishers it should be given prominence in an early issue of BALLYHOO. The story ... THE BACK YARD ... authored by Mr. Paul Talbot of United Business Service, makes a lot of sense. It can well be applied to any business ... but more especially to the one we are in ... which is essentially a 'Service' business.

In order to exist and prosper we are entirely dependent on the goodwill of many millions of people like ourselves ... who are our potential ticket buyers. We've got to recognize the human elements, and learn to apply the Golden Rule ... and treat them as we ourselves like to be treated. Without being servile about it, we've got to dish out more and better service ... and to make sure that such service is being dispensed by our subordinates when we ourselves don't happen to be around. We've got to be friendly with our customers ... all of them, young and old, and make them feel welcome and completely at their ease when they visit our places of business ... our theatres. We've got to make them comfortable, protect them while on our premises, and yes ... even pamper them a little, as we would a guest in our own homes.

Read THE BACK YARD again fellows ... and then once more. The impact of the message grows with each reading and becomes a part of your normal thinking. When you feel that the message had got through to you ... pass it along to your staff. If you would like an extra copy of the front page to post up in your staff quarters, drop me a note and you'll have one by return of mail.

So ... in lieu of a personal New Year's message, I give you THE BACK YARD. In it may be hidden the key to your success.

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SO LONG MEL ... GOOD LUCK

Mel Jolley ... one of the nice guys in this business is leaving us. About the middle of February, Mel and his family are pulling up stakes and moving to Southern California, where they will make their home.

It wasn't an easy decision for the Jolleys to make ... but after that very serious automobile accident they were in some years ago their health hasn't been quite the same, and they have been advised to move to a warmer climate. They did a lot of thinking, held a family council and made their decision. It took a lot of gumption but that's one thing the Jolleys have plenty of.

Mel has been with Famous for nearly 22 years, having managed theatres in St. Thomas, London, Oshawa and Hamilton. His record is an example of the finest that a man can give to his executives and his associates. Ours has been a most pleasant association over many years, and I, along with his many, many friends shall miss his friendliness, his ready wit, and the humaneness which is Mel Jolley.

So long Mel ... and our very sincere good wishes to you, Mary Jane, Sylvia and Jimmy for a happy and healthy future in the new land and new home you have chosen. God be with you.

HOLIDAY WALK RENTALS

O.K. fella ... so how many extra bucks did you garner this past holiday season through the rental of your theatre for special morning Christmas parties? Well, let me put it this way ... Did you really try to promote some rentals, or do you wait for someone to come along and ask for the privilege? A little ... just a little effort on your part can result in many hundreds of extra dollars during the quiet week before Christmas ... and I'm not just talking through my hat. I'm basing my statement on what guys like Bill Burke in Brantford and Les Mitchell in Welland have been able to do.

Let's take Les' results, but of course Les has been working on it since last Christmas. Well, he wound up with four rentals in that one week which added $725.00 ... yes, you read right ... to his week's 'take'. One of the plants tried to renege at the last minute, because the theatre couldn't handle all of its employees' children ... so, did Les let him off the hook? You don't know Les. He had a talk with the plant's executives and sold them the idea of running TWO parties on the same morning, and at DOUBLE the rental. Well, ... that's Les ... and it can be YOU too.

Oh yes ... I nearly forgot. Two days after Christmas I received a contract from Les for a morning rental NEXT CHRISTMAS, which just goes to show what can be done. So, how about it fellows? Are you going after those rentals now ... or will you wait until next December 15th and then wonder why you can't interest anybody?

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TEENERS' ADVISORY COUNCILS

Well ... so far we still know of only two such councils in existence across our circuit. Al Hartshorn's Teener's group will be holding its second party of the season in about a week's time ... and Jimmy Cameron's group has just held a very successful Hungarian Relief concert at which over $350.00 was realized. You know ... it's a strange thing ... but we have had no reports of vandalism from either Oshawa or Fort William. Wonder why ...?

If you're interested, and don't quite know how to get started, I suggest that you write either Al or Jimmy. I'm sure both will be glad to provide you with pertinent details. If you're not interested ... well, guess there's nothing I can do about it.

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GIVE T.C.L. A BREAK

A couple of weeks ago, on a Saturday morning, Andy Rouse received an emergency phone call from a theatre some 500 miles away ... to ship immediately a quantity of stock. Andy checked his sheets to discover that the theatre had more stock on hand than could be moved in another two weeks. When he so advised the manager, the reply was that it was a precautionery measure ... Let's quit playing games fellows ... L.D. phone calls are expensive, and if you pay attention to your confection business there is no reason why a five cent stamp can't do the same job as a $3.00 phone call. Watch your stock and place orders promptly. Remember ... A dollar saved, etc.

MIDNIGHT SHOWS

It seems to be getting tougher and tougher to fill our seats on special midnight shows ... and even the one that used to be a cinch ... New Year's Eve, is no cinch any longer. Of course if you happen to have GIANT or HOLLYWOOD OR BUST booked, it isn't too bad, and you don't have too much trouble getting the customers out ... but for every GIANT we have to play dozens of just plain good pictures, and that's where your selling will determine how many seats you will sell.

The best we could come up with for Harry Wilson at the Capitol in Chatham was OPPOSITE SEX ... a good picture, but perhaps not quite in the holiday midnight show category. Harry knew that it needed help and went to work on it. He contacted every merchant in the down town area and wound up with $500.00 worth of prizes ... from men's and women's wearing apparel to tons of coal, tires, food packages etc. He raised his admission slightly, and gave the gifts away on a 'lucky ticket' deal. That's good thinking.

Lloyd Taylor, at the Palace in Guelph had a similar problem. Instead of accepting the booking we had for him ... which also was a good attraction, but not quite 'holiday' fare, Lloyd asked for a couple of oldie horror pics. We thought the guy'd gone nuts, but decided to go along with him and booked BRIDE OF FRANKENSTEIN and SON OF DRACULA. So ... wha hoppen? Lloyd outgrossed the other two theatres in town. Well, that's Showbusiness.

All this just goes to show that YOU have to do a little thinking too, fellows. Don't just leave it all up to your bookers.

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ABOUT 'GIANT'

If you are one of the fortunate ones who will be playing this great attraction, there are certain things you ought to know about it ... First of all, make sure that you have the intermission clip, and use it. I sat through a showing of it at the local Imperial a few days ago ... and was glad to be able to get up and stretch my feet after a couple of hours. AND ... I have never seen such a busy confection bar ... it was so jammed I couldn't get within fifteen feet of it.

Secondly ... and this is of the utmost importance ... The recording on all prints has a great many variations in the sound levels, and for that reason the producers have prepared a special sound cue sheet for your projectionists' use. You must make sure that the lads in the booth familiarize themselves with the cues, and FOLLOW THEM. You must also make sure that YOU PERSONALLY are on hand all of the time to constantly check the sound.

This is a truly great picture which will bring the crowds out to your theatre ... but you alone can make sure that they get all the enjoyment they are entitled to out of it. So ... make sure that you have the cue sheet well in advance of your booking, and be sure to sit through the first couple of shows so that you will know what it's all about, and can regulate the sound accordingly. Oh yes ... make sure that you have a good supply of tickets on hand.

TEEN AGE VANDALISM

For a long time we have read with some interest ... a passive sort of interest ... of teen age hoodlumism in theatres throughout the United States. We didn't have that problem, so we sat smugly back and didn't do anything about preventative measures. Now the story has changed, and we're beginning to get a taste of what has been happening south of the border, and it's beginning to cost us money, lots of it, and the time has come for a concerted effort to nip this rowdyism in the bud before it gains more ground.

In one theatre, the manager informs me that it costs him twenty two dollars a week ... every week ... to repair slashed seats. In another one, on New Year's Eve, one hundred and seventy ... yes, you read correctly ... 170 metal seat standards were uprooted from the concrete floor and hurled in the general direction of the screen. I don't know what the manager was doing all the time that this was going on ... but I know what I'd have done. If I couldn't cope with the situation I'd have had the cops in.

It's getting serious fellows ... and much as we want to encourage teen age attendance, it's no good to us if the kids pay half a buck to see the show and then do ten or twenty dollars worth of damage. The strange thing is that they're not 'bums' ... most of them come from good homes. What the reason for this behaviour is, I don't know ... but apparently when they come in gangs they develop an artificial bravado, and have to show how tough they are. The time has come for us to show that we're just as tough.

There are several suggestions for the control of vandalism. One ... an important one, is that all youthful patrons be required to wear clean, decent clothes. Apparently wearing apparel has a lot to do with the behaviour pattern. Boys must wear trousers that fit properly and are supported by a belt, and girls should not be allowed in wearing brief shorts, or their shirts hanging out. Try this for a start, eh?

Then, they must be made to understand that we will take appropriate action ... police action if necessary ... to curb with such exhuberance as results in willful damage to theatre property. Of course you can't do this if you're not in the theatre looking for these trouble spots ... so, the prime requisite is CONSTANT personal executive supervision.

Don't get into any fights, fellows ... it's beneath your dignity, and they'll gang up on you anyway. Make note of the ones who cause the disturbance and ban them from your theatre ... at least until you have some assurance from their parents that there will be no recurrences. Report such incidents to the school authorities, and in extreme cases ... and make sure that you have witnesses ... to the police.

We've got to stop this gangsterism ... and by doing so, we not only will be protecting our own properties, but will be doing a real service for the whole community.

This is serious ... very serious. The time has come to do something about it. LET'S DO IT.

YOUR DOORMAN'S LOG

Some years ago we instituted a system whereby anybody entering the theatre ... for any reason ... without a ticket, must have his name recorded on a special doorman's log, with time in and time out carefully entered, also reason for the visit. This system was designed to protect you as well as us.

It is obvious from the many reports reaching us that this rule is not being strictly adhered to. This is just a reminder guys, that the doorman's log is a MUST ... and that it is your responsibility to make sure that it is properly filled in every day, with one copy attached to the H.O. Audit Department copy of your box office statement, and the duplicate to the theatre copy, for ready reference.

Instruct your doorman in the proper use of this log ... and emphasize its importance. Make it a normal part of his routine ... and when he is on relief, make sure that whoever takes over his post is also familiar with the procedure. Let's not have any more reports of people wandering into your theatre without tickets, unsupported by legitimate reasons recorded on your doorman's log ... eh?

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SEAT MAINTENANCE

How are your theatre seats, fellows? Every one of them in good shape? Take another look, huh? I was in a theatre watching a program one day, and noticed a customer gingerly feeling his way along the aisle ... the usher was apparently busy elsewhere ... When he found a vacant seat, said customer eased himself into it, let out a whoop and jumped half a dozen feet into the air. He had sat himself right on top of an open spring. It's not quite as funny as it sounds, fellows ... we may have lost another patron to that vast 'Lost audience.'

Check your seats every day ... it will only take you half an hour or so. Check the covers, the springs. Look for loose standards and missing or broken arms. I'm not only thinking of the discomfort to the customer, but the actual hazards involved. It's up to you to protect your customers ... your business ... YOURSELF. You're trying to fill seats, is that right? Well then, make sure that you have seats ... comfortable seats, to fill.

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SMOKING AREAS

In many of our theatres, the last ten rows or so are designated as smoking areas. For the benefit of the many folks who object to smoke we try not to permit smoking in any other area in the theatre. To help identify the area where smoking is permitted, some of our men have painted a white line on the concrete alongside the aisle seats. They tell me it does wonders in the control of smoking.

Do you have a suitable sign advising patrons of the smoking privilege, and limiting it to cigarettes only? It is one of the many services you offer ... so, don't keep it a secret, huh?

JIMMY CAMERON REPORTS ...

I have a lengthy letter from Jim Cameron ... in fact I have several lengthy letters from the guy, outlining his activities during the past many weeks in behalf of WAR AND PEACE in the Prairie Provinces. Jimmy has really been moving ... from Winnipeg, to Saskatoon, to Edmonton, Calgary etc. etc. Our boy has done a remarkable job in helping the managers plan their campaigns ... and the results are written in beautiful black figures on the B.O. statements and weekly reports wherever W and P has played.

Jimmy sends along individual reports on each theatre, but I'm going to stick to our policy of not publishing such activities unless they are reported by the managers concerned. So fellows, if you want credit, and a crack at some of our prize money ... sit down at that old writing machine of yours and send me your own account supported by visual evidence, huh? Not that I don't believe Jimmy ... but it's nice to feel that you take enough interest in it to personally keep me advised.

Keep it up James boy ... and keep sending along those epistles of yours. It's always good to hear from you.

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EDITORIAL COMMENT

More and more of our managers have been instrumental in getting their local press to come through with some good editorials in support of our business. Finally, newspaper owners across the country are beginning to realize the importance of the theatre to their communities, and are beginning to say so in print.

In the Ottawa Journal I see a story titled "Movies Face Up to T.V. Rivalry" which combines a story on Ray Tubman coupled with an optimistic outlook for the future of our business. The Chatham Daily News heads its editorial "Motion Pictures Are Showing Revival," an excellent forecast for the theatre business. Art Cauley sends along the editorial page of the Peterborough Examiner, whose editor heads his story "Lots of Good Movies ..." and in the Welland Evening Tribune I see an editorial headed "Moving Picture Industry Shows Revival."

Every one of the editorials is good, and reflects the relationship existing between our manager and the newspaper lads. A lot of people read the editorial page, and believe what they read. Have you done anything about planting a story in your paper? What are you waiting for, fella? Now's the time. When you do get around to it, send me a tear sheet, huh?

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PAUL TURNBULL TO CENTURY

Paul Turnbull, for many years manager of the Downtown in Hamilton has been named to succeed Mel Jolley as manager of the Century theatre in Hamilton. Paul, in turn will be succeeded in the Downtown by John Giroux, formerly of the Capitol in Peterboro. Verde Marriott, formerly of the Park in St. Kitts has been assigned to the Capitol in Peterboro.

WITH OUR DRUMBEATERS

Every time you submit an entry ... you are eligible for a prize, and from the lists published in past issues of BALLYHOO, you ought to have a fairly good idea of the calibre of material which wins prizes. Agreed that winning a prize shouldn't be the prime consideration ... it's just that much more incentive for the proper planning and execution of the kind of selling jobs that help to sell tickets ... and the sale of tickets certainly is ... or at least should be, your main objective.

I am really disappointed ... and with good reason. I know that every one of you does some kind of a sales job on every one of the attractions playing your theatres ... but only a handful ... and it seems that it's the same ones each time ... take the trouble to report their activities. We're not mind readers, fellows ... and it stands to reason that if you don't tell us we just don't know ... and anyone reading BALLYHOO ... and I'm pleased to say that I know many who do ... must assume that the big jobs are done by the men whose names appear in issue after issue ... whether they wind up with a chunk of the prize money or not.

I can't fill the pages of BALLYHOO ... and I can't get it out regularly all by myself. You've got to do something about it too ... if, that is, you are as interested as you say you are, in its continuation. And, from the selfish standpoint ... you can't get your hooks on any of the prize money, regardless of how good a promotion job you do, if we don't know about it.

Let's get the new year off to a good start fellows ... and let us prove that we're still the greatest team in the business ... You know it, and I know it ... NOW LET'S PROVE IT. Take a few minutes off each week to send in an account of your activities, and don't worry about swamping me ... I'll manage. Don't, however, expect to win a prize for placing half a dozen half-sheets in some of your neighbourhood store windows ... We're talking about SELLING, real, honest to goodness SELLING. And ... send along tear sheets, photos etc. in support of your written report. Let's hear from you, huh? Make it a regular habit. Well, I've said my piece and I'm glad ... the rest is up to you. Now let's take a quick gander at what some of our 'regulars' have to offer.

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CAPITOL - ROUYN

We don't often hear from our neighbours away up North, but when we do, it's generally something worth crowing about. Bob Martino sends along a report of his activities in support of THE GREAT HARRISON ... a magic and comedy stage show. Bob borrowed a Buick convertible from a local doctor, and the GREAT HARRISON drove it around town ... blindfolded. Both local papers had photographers on hand and were generous in their coverage, both pictorial and in story form ... on their front pages. Bob used the same pics, blown up to 8 x 10 size, as lobby displays. All local theatres used a set of coloured slides well in advance to publicize this attraction, and very effective flyers were distributed throughout both Rouyn and neighbouring Noranda.

They had to dust the S.R.O. sign off for this deal ... which made Bob tres jolie. Nice going fella.

CAPITOL - MOOSE JAW

For his WAR AND PEACE date, Otis Bowes arranged with Eaton's to put in several full window displays tying in present day fashions with those worn in the picture. The Artistique Beauty Salon ran a three column by eight inch ad featuring the Natasha cut, with giant WAR AND PEACE heading.

In their full page ad, Eaton's ran a large announcement card drawing attention to their window displays ... with full credits to the pic and theatre. The local Times-Herald ran a two column scene of Mr. Fitzgibbons with Countess Tolstoy ... accompanied by a fine two column story.

Otis set up a full page of co-op ads, with more than half of them referring directly to WAR AND PEACE at the Capitol. This promotion was carried on the daily's cross-word page ... one of the most popular in the paper. The Curtis Publishing Company bannered all their trucks and provided displays for all their dealers. Otis dressed up his confection bar with copies of the pocket edition of the book ... and wound up selling quite a number.

For a change of pace ... just before Christmas, Otis was approached by the local Jaycees who were planning a Santa parade, and wanted to tie it in with a morning cartoon show. Otis agreed, providing the down town merchants would co-operate ... and they sure did ... Four of them bought 100 books of kids' tickets, which they handed out to the small fry with every purchase of half a buck or more. This was found money, sez Otis, who was very happy with the results.

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CAPITOL - WELLAND

Les Mitchell is always promoting one thing or another to give away to his customers ... and his lobby always looks like a cross between an appliance store and a food market ... but his customers love it. His latest deal involves a Lewyt vacuum cleaner ... donated of course, to be given away to some lucky patron. Following the give-away, a good pic of Les, the merchant and the winner appeared in the local daily.

During the showing of HIGH SOCIETY, Les persuaded a friendly deejay to devote a full half hour to selections from the sound track. Naturally this was in the form of a contest, with excellent prizes being promoted by Les. The M.G.M. interview disc was also used to good advantage.

His deejay pal obliged again when Les played LOVE ME TENDER, and once more came through with a half hour program, with liberal mention of the pic and theatre. A good story appeared in the Tribune plugging the pic. Excellent lobby displays were set up two full weeks in advance of his opening.

During December, Les put up a very attractive Christmas tree display, which he used to plug several forthcoming attractions. Oh yes ... I happened to be in Welland last week, so what do I see in the guy's lobby? A giant size freezer ... an Amana, no less, to be given away FREE to some lucky patron. Listen boy ... so do you have maybe a Lincoln dealer in town? Well ...

PALACE - WINDSOR

Eddie Lamoureux found REACH FOR THE SKY on his booking sheet, and well in advance went to work on the local branch of his R.C.A.F. They came up with one of the most unusual lobby displays he had ever seen ... a push-button arrangement to test the patrons' knowledge of Canadian aircraft. They really went for it, and maybe there's a thought for anyone else who has this pic coming up. People do love unusual gadgets. In addition, a top ranking officer of the R.C.A.F. made it a point to address several local groups before the picture opened, highly recommending it.

A giant R.C.A.F. flag was used to completely cover the entire front of the marquee, which together with many smaller flags, bunting etc. presented a most attractive appearance. Several crests and a couple of good cut-outs helped decorate the lobby ... and an excellent 40 x 60 loaded with stills was prominently displayed in the R.C.A.F. recruiting office.

The local Air Cadets obliged by parading to the theatre on opening night, and performing some of their precision drills in the street before entering. Both radio stations came through with much excellent coverage.

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PALACE - GUELPH

Lloyd Taylor hasn't been in Guelph very long ... but he's sure getting to know the local merchants ... especially those that can be of service to his theatre. For his LOVE ME TENDER run, Lloyd did some tall talking and was so convincing that W.Kelly and Son, local music store operators, came through with a really terrific 1260 line ad ... devoted almost in its entirety to good cuts of the Wiggler, and pic and theatre copy. One of the best co-ops I have seen in a long time. Kelly's also put in an excellent window.

Heeding our advice, Lloyd armed himself with a quantity of Presley fan photos to get the kids out at the end of the show ... but the crowd was so orderly he didn't have to use them ... so, with an eye to a profit, he put them on sale at his confection counter, and in the first couple of days recovered his entire investment ... Not bad, huh? He's planning to use the balance for a future gimmick.

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CAPITOL - ST. THOMAS

A local citizen ... friend of Zara Ellwood, likes to play Santa, so she gave him the chance to do so. She publicized the deal well in advance, and on the Saturday before Christmas her theatre was jammed with kids anxious to meet the gent. He was so tickled to be invited that he even provided goodies for the young 'uns.

Zara is always trying something ... either in the line of P.R. or direct selling, and I've seen some terrific selling jobs from that part of the country. Incidentally ... quite a bit of our prize money has landed in Zara's lap ... and she tells me that she's out for more. You guys gonna let a gal get in there ahead of you?

PARAMOUNT - HALIFAX

Well, LOVE ME TENDER finally hit Halifax, and Freeman made good and sure that everybody within hailing distance knew about it ... He sold R.C.A. Victor a deal and wound up with a beautiful half page in the local Mail-Star, with 'The Pelvis' dominating the entire centre, plus good theatre tie-in copy. Neima Jewellers headed their full page ad LOVE ME TENDER ... With a Magnificent New Diamond, etc. and managed to squeeze in a number of cuts of Presley with theatre credits. On another page I see a two column scene plus three column story with banner headline. Pretty good newspaper coverage, I'd say.

A week before the pic was due to open, the local Junior Board of Trade ran a city-wide parade for the Miss Purdy Cup finals, and Freeman went along for the ride ... and what a ride. He promoted a brand new Caddy convertible for the occasion and had a local Presley impersonator ride in it in the parade, followed by members of the Elvis Presley Fan Club carrying banners. This was televised and much of the footage used that evening. The C.B.C. lads taped some of the yells of Freeman's teen-age audience and used them along with good sales copy.

To tie in with Presley's appearance on the Ed Sullivan show, Freeman used several good advance teasers. To top off his campaign some twenty local down town merchants cooperated by dressing their windows. Pretty thorough coverage Freeman. Nice going.

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CAPITOL and EMPRESS - NEW BATTLEFORD

Gosh ... haven't heard from Jack Marshall in so long, I was really beginning to wonder wha hoppen ... However, I have a nice, lengthy report from Jack, outlining in the main his P.R. activities ... and they're good.

Jack has made it his business over the years in extending his fullest cooperation to every worthwhile organization, churches, teen clubs, welfare agencies etc. Often he runs special showings for local crippled kids, underprivileged youngsters and hospital cases. I see a tear sheet with a terrific three column pic of a group of physically handicapped youngsters enjoying one of his treats ... with excellent credits to Jack and the theatre. For this particular occasion, the Kinsmen's Club arranged transportation for the youngsters.

The annual Santa Claus parade sponsored by the J.C.'s is routed so as to wind up in front of the Capitol, where the kids are given a chance to meet Santa in person and receive gifts.

When Jack played ROCK AROUND THE CLOCK, he persuaded the local radio station to run a continuous broadcast of Rock 'N Roll music on the Saturday previous to the pic's opening ... and on the opening night, a taped recording right off the sound track was played on a half hour program devoted in its entirety to the film. Numerous station breaks ... for film and theatre plugs ... were included ... and all for free. Jack advises us that this is the best radio deal he's ever come up with. Nice going.

CAPITOL - FORT WILLIAM

I've got a report of activities from Gordon Carson who signs himself manager pro tem ... since he is only filling in for Jimmy Cameron ... It's all about WAR AND PEACE ... and it's good.

First of all there's so much newspaper coverage that I can't even attempt to itemize it ... but I do see two excellent pics of Mr. Fitzgibbons and Countess Tolstoy, with good covering stories ... one in each of the dailies ... and some fine co-ops paid for by a local beauty salon, featuring the Natasha Cut, with good credits.

The 16mm WAR AND PEACE production reel which was shown at the Western meetings was planted with C F P A - T.V. and was shown twice ... for free, with theatre credits. A half hour roving mike interview was conducted on opening night, and the tape was put on the air a few days later. C F P A have a popular ladies' afternoon show, which was used in its entirety one day for an interview with Jimmy Cameron ... and what did he talk about? You guess ... and you're right. Various local radio personalities used personal endorsements to plug the pic well in advance.

Central News did an unusually fine job in arranging good coverage in all of their dealerships, on the Bantam and Dell books. The Public Library, which as a policy shuns any type of commercialism, agreed to use book marks, and placed an excellent display in the reading room.

Jimmy talked to two school assemblies about W and P, and school story guides were supplied to various English and Social Study teachers for further discussion in the classrooms.

Lux Soap had come out with large ads in several National publications, featuring Audrey Hepburn and plugging her new film, FUNNY FACE ... With a slight twist the copy was made to tie in with WAR AND PEACE, and through this, some very effective window displays were secured throughout the city.

Blotters with WAR AND PEACE imprints were distributed to various business offices in town. Members of the theatre staff all wore W AND P badges well in advance. The lobby was well decorated as well as the entire front ... and this all spells a very successful engagement. Thanks Gordon for your report.

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CAPITOL - REGINA

For LOVE ME TENDER, Hilliard mentions a good newspaper ad which a local T.V. dealer ran ... but I can't seem to find the tear sheet. Six music stores came through with excellent windows, and C K C K taped the audience reaction on opening night and used it on the air twice with suitable comment.

A local dry cleaner opened several depots around town, and to introduce the service he published the name of a local citizen daily, the lucky winner to receive a pair of guest tickets to the Capitol. In return for the passes, the name of the theatre and the attraction are mentioned in the newspaper ads. The dealer also comes through with good credits on his daily radio programs.

TIVOLI - HAMILTON

Don did a good selling job on LOVE ME TENDER ... I've just studied his campaign, and am passing the highlights on to those of you who still have to play the pic. You do right by this one, and believe me you'll need help to cart the B.O. take to the bank.

Don began showing the trailer a full month in advance ... and the phone calls began pouring in from the moment it hit his screen. He also had a couple of really king size displays in his lobby well in advance of opening. That's one good way to build up interest and curiosity.

For a couple of ducats a week, Don gets some pretty good coverage on a weekly quiz show over C K O C. This includes some pretty snappy off-the-cuff chatter by the M.C. and for a month before the pic was due to open the chatter was practically confined to Mr.P and his impending debut at the Tivoli. Every disc jock on the station was instructed to play Presley recordings with pic and theatre credits. Hal Waggoner, a local football hero is one of the deejays, and also owns a couple of record bars. He played right along with Don ... dressed the windows in both his stores, and made plenty of fuss about Presley on his daily, hour-long program.

Don tried something just a little bit different. Instead of a conventional morning show, he advertised a 'For Girls Only' showing, and the teeners began congregating at 6.30 A.M. to fill his house well before the advertised starting time. There were no untoward incidents inside the theatre, even though it took eight burly coppers to control the crowd outside. Newspaper and radio picked up the story and gave out with some excellent ticket-selling publicity. Johnny Robinson, popular Spectator columnist was invited to be 'A man amid 1140 women' ... and played along with the gag. He was so amused by his experience that he devoted his entire space to it. In addition to this, the Spec came through with either a scene or a story every day during the pic's engagement.

The local Kresge store was featuring Presley records at the time, and with a little nudge from Don, came out with an excellent two column by full page ad ... devoted extensively to Presley's appearance at the Tivoli. They also dressed their main window, and planted numerous displays - provided by Don - at their record bars. Windows were also arranged with Woolworth's and the two Bob Moody music stores in town.

As a novelty gag Don placed an ad in the Classified section of the Spec ... asking for a Houn' Dog for the duration of the Presley engagement. He thought it would end there ... but no sir ... he got over 70 replies, and decided to cash in on it. He borrowed a cage from a local pet store ... painted a flashy 'Welcome Houn' Dog' sign, decorated it with fire hydrant and a huge bone promoted from a local butcher and ... selected from among the offers, a Daschund, ... that's a Houn' dog, Don? ... but it really was a cute sausage, and really stole the show.

Well ... that's Don's story, and I know one thing ... On opening day LOVE ME TENDER broke several all-time records ... and the business during the regular run made everybody concerned very, very happy. Let us know what you did with this one, huh?

CAPITOL - CALGARY

Ralph Mitcheltree must really love this business ... he certainly works at it, and is one of our most consistent contributors. Not many attractions slip by Ralph without the benefit of a full scale selling campaign ... let's see what he did with OPPOSITE SEX.

To get things rolling, Ralph tied up Matinee Cosmetics, and wound up with prominent mention on 52 radio spots, 40 excellent window displays, a fine lobby display paid for by the sponsors, and a stage presentation to the mother of Leslie Nielsen, who as you know appears in the pic.

This next deal is a pip ... Ralph went after Juilliard's, Calgary's most exclusive women's fashion shop, and came up with excellent coverage of OPPOSITE SEX on 50 of their radio spots ... Juilliard's newspaper ads also carried mention of pic and theatre. The store also sponsored - and paid for - a terrific fashion show on the theatre stage every night of the pic's run. A four column pic appeared in the press, followed the next day by a two column ditto.

C K X L made mention of the attraction on 56 special spots, and also shared the cost of special window cards made up for this deal, in co-operation with the Matinee people. An exceptionally fine window display was put in by People's Credit Jewellers ... and credit for this must go to Ralph's assistant, Bert Bauer.

Ralph was running a VistaVision short on Austria, and to attract the masses of New Canadians in the city, he ran a bilingual ad in the newspaper, and made up a very attractive bilingual display for use on the sidewalk in front of his boxoffice.

Nice going Ralph ... keep sluggin' and keep me advised of all your activities. We enjoy hearing from you.

.x.x.x.x.x.

CAPITOL - TRURO

Well, well, well ... we were beginning to wonder what happened to Gerry Tipper ... hadn't heard from him since our BLITZ FOR FITZ. Gerry reports his sales efforts in behalf of a hypnotic act he put in to try an liven things up ... and he certainly did that ... He started by promoting a complete bedroom set which he placed in the large Capitol window ... next he asked for femme volunteers to be hypnotized ... and two insisted on sharing the honors. The Great Dr.Kit obliged and put them both to sleep. This was fully covered by radio and press.

The gals were put to sleep early in the afternoon, and were awakened on the stage of the theatre at the evening performance. The street in front of the theatre was jammed, and the cops had to be called out to control the crowds.

Business was terrific, and Gerry had to arrange for a return engagement which proved equally successful. Credit for the selling of the second deal goes to Gerry's assistant Norman Carter who did a fine job which resulted in another sell-out.

Just goes to show what CAN be done, eh? Keep it up Gerry.

ORPHEUM -PRINCE ALBERT

The lads in Prince Albert are still cookin' ... but with gas. I have accounts of three or four campaigns on my desk, but let's take a quick look-see at what they did with LOVE ME TENDER. For this one Jack Mahon and Les Paine put their heads together, and came up with as neat a selling job as I've seen in a while.

First, the radio station came through with the finest support it was capable of ... and starting six weeks in advance they spun Presley records with theatre credits ... the closer opening day came the more recordings until they reached complete saturation of the air waves. Even the newscasters and weather forecasters pitched in with plugs on their individual programs.

The Prince Albert Daily Herald came through with the first front page story on a picture in its history. It showed a standee of Presley surrounded by admiring screaming females. An accompanying story filled in the details. Terrific stuff.

Safeway Supermarket was celebrating its golden jubilee, and wound up with a special morning radio broadcast ... In return for a few ducats which were used as prizes, they came through with many a plug for the pic, and ... get this ... featured LOVE ME TENDER steaks all week. That's a new twist, and cute too.

Woolworth's set up a full window display on the main street, and even used the six foot lobby display after the pic opened ... They also kicked in ten L.P. records for use in a lobby contest. On opening night a couple of local lads did some Presley-style entertaining during the intermission.

Other excellent displays were used by Kresge's ... Miller's Men's store, who also headed a 460 line newspaper ad, LOVE ME TENDER, In an Arrow Shirt ... Tadman's Furniture Store, and others too numerous to mention. The Jergens people made up special LOVE ME TENDER display cards which they placed in every drug store throughout the city. The Elna Sewing Machine people ran an ad in the daily, using the title of the pic.

Not much wrong with this selling job, huh guys? And how're YOU doing? Nice going Jack and Les ... Keep me advised, eh?

.x.x.x.x.x.

Well fellows, this looks like it ... How come we get just about twice as many entries from the lads in the West as we do from out East? Could it be the nippy, exhilerating weather they get out there? Well ... we're getting our taste of sub zero stuff right now, so maybe that will make your blood tingle, and encourage some extra activity.

Come on guys ... sit down at that old typewriter of yours and send along some details, unless that is, your attractions sell themselves without benefit of any push from you, and that I don't want to believe. Our next issue is due in a couple of weeks' time, IF you send in enough material to fill a few pages. AND ... our prize committee will be handing out more dough any day now ... So, how about reaching for some of it ... huh? Well, Happy Ballyhooin'.

Dan Krendel